NWX-US DEPT OF COMMERCE

Census Has Business Data? An Update on the Economic Census for the Finance and Insurance Sector
April 9, 2020

Andy Hait: My name is Andy Hait. I'm an Economist at the U.S. Census Bureau at our headquarters office here in Maryland. And this afternoon we are going to be walking through the finance and insurance data that we have released so far, as part of the 2017 Economic Census.

This Webinar is part of a 20 Webinar series. You can see on the slide that every Tuesday we're doing geography-based Webinars, talking about the data that we've released for groups of States.

And on Thursdays we are doing sector-based Webinars. So today again is on the Finance and Insurance sector.

I do want to point out that this past Tuesday's Webinar covering the data for DC, Delaware, New Jersey, New York, and Pennsylvania, has been postponed to next Tuesday. So for those of you who might have tried to call in two days ago, into that Webinar, it has been pushed off to the 14th.

But as you can see, we are slated through August, to talk about the local area data that we release as part of the Economic Census.

So to get us started I want to talk a little bit about the Census Bureau. By now all of us on the phone, unless you happen to be calling in from Canada or Mexico, have received a mailing for the 2020 Population Census, or what we call the "Decennial Census".

For many of us that mailing would have been in the form of a letter that invited us to come to a - go to a Web site, where we could go ahead and complete our Decennial Census form on line. It also provided a phone number where we could even call in that information.

Some of you would have received the actual form itself. We tailor the mailing to areas based upon whether we believe that folks there would prefer to complete their form on line, versus completing it over the phone. And a very small percentage of people would have received nothing, because for those folks we count them in a different way.

So for example, prisoners in jails, or college students at college dormitories. Other kinds of group - what we call group quarters – those are collected in a slightly different manner.

The Decennial Census is not the only thing that we do at the Census Bureau. We conduct, every single year, more than 130 different monthly, quarterly, annual and periodic censuses and surveys. These include of course, the decennial census. But they also include a fabulous demographic program called, American Community Survey.

The ACS replaces what used to be the old decennial census long form. So for some of you who have been around for a while, and remember that we used to have two versions of the Population Census form, a short form that most people got, plus a long form that some people got. The American Community Survey, basically, replaced that long form.

And now we have comprehensive Demographic, Socioeconomic, and Housing data every year, rather than every ten years.

But the programs I'm going to talk about today are in the section of the Census Bureau that I work in, the Economic Directorate. This is the program area that publishes our 58 Monthly, Quarterly, and Annual Business Surveys. So let's quickly go ahead and talk a little bit about those different programs.

The pyramid here on the right is a really nice representation of the relationship between each of the different types of economic surveys that we conduct. At the top of the pyramid are our Monthly and Quarterly Surveys. These include programs like our Monthly Retail Trade Survey. When you're sitting at home watching the evening news and you hear the reporter come on and say "The Commerce Department announced today that monthly sales of automobiles last month were X number of dollars." Those data actually come from the Census Bureau in our Annual or Monthly Retail Trade Survey.

Below there are our annual programs. These programs provide more detailed information than what is available on the Monthly and Quarterly Surveys, but are conducted every year.

But at the bottom of this entire pyramid is our Quinquennial Economic Census conducted every five years. And that's what we're going to talk about today.

So the Economic Census is not only the baseline and benchmark for those monthly, quarterly, and annual programs, but it also the most detailed of our economic programs that we conduct at the Census Bureau. The Economic Census covers nearly every two through six digit North American Industry Classification System code that we cover at the Census Bureau.

There are some exclusions. You can see a list of them here. The main exclusion is Agriculture, which is NAICS 11. That's because the U.S.

Department of Agriculture actually conducts a Census of Agriculture every five years.

But I have also provided a link to a list of other exclusions from the Economic Census. For example, colleges and universities are not counted as part of our Educational Services sector, because those programs, those areas called Universities, are covered by the National Center for Education Statistics.

Just as a point, I want to point out that you don't need to frantically write down that URL here. The presentation today, as well as, the recording and a transcript will be posted in about a week, after the workshop is done.

Now in addition to the most detailed data by Industry, we also publish some of the most detailed data by Geographies, in the Economic Census. The Economic Census provides data at the national, state, metro area, county, and even place level.

Place is the term that that we use at the Census Bureau to signify cities, towns, villages, and boroughs. And places, not only include incorporated areas – Municipalities – but also what we call "Census Designated Places", or CDPs. Those are unincorporated areas.

We recognize that very often, for example in states like Maryland, the number of incorporated cities is small, in comparison to the number of unincorporated areas. The Census publishes detailed data on both incorporated cities and CDPs, those unincorporated areas, in the Economic Census.

The Economic Census is also our most detailed economic program, because it publishes other dimensions other than industry and geography. Users often

ask me “Andy, does the Census have data on small business?” And my answer is always, yes we do.

But I want to know what is your definition of small? Is your definition of small based upon the number of employees that that business has, or their revenue? Is your definition of small based upon an individual business location, or an entire company?

In the Economic Census we publish those data in four different ways. The number of establishments by employment size and by revenue size; and number of companies by employment and revenue size.

So if your definition of a small business is location that has less than five employees, we have that data. If your definition of a small business is for a company – a firm – that has less than $1 million in sales, we have that data, too.

Now, in addition to the business size data, we also publish data on franchise status. Franchising is not nearly as common in the Finance and Insurance sector as it is in other sectors of the U.S. economy. But there actually are more than 300 industries that we publish detailed data in the Economic Census covering franchising. So that’s great.

Now, in addition to the NAICS, the geography, and the other dimensions, it’s also our most detailed program because we publish over 200 unique data variables as part of the Economic Census. This includes basic statistics on the number of businesses – or what we call an establishment - employment, payroll, and sales. But it also includes industry specific information.

For example, in the manufacturing sector we published detailed information on the inventories of a business, their assets, their capital expenditures, et cetera.

In the Finance and Insurance sector, we do have some information on business expenses that is published as part of that program.

Another thing that's unique about the Economic Census is the product lines data that we also publish. Product lines are the detailed products and services that businesses provide. And we tailor those product lines data based upon the specific industry.

So for example, the questions we ask a grocery store, about the different products and services that they provide, are very different than the questions that we ask a doctor's office.

The grocery store, we would ask them questions on how much canned goods do you sell? How much canned goods? How much poultry and beef? How much baked goods? Each of those different breakouts are a product line. And we have detailed information, by industry, by product, in the Economic Census.

Later on in the presentation, we'll talk a little bit about the product line data that are available for the Finance and Insurance sector. And some changes that we're implementing for the 2017 Economic Census.

In terms of where you can go to get all these great data, they are being released now primarily, in a brand new platform we have at Census Bureau called, data.census.gov.

Data.census.gov replaces the old American FactFinder application, which was just actually retired on March 31. In addition, we will be including the Economic Census data in our Census Business Builder data tool. And it's available other Census Bureau tools as well.

Now at the very bottom of the slide, I do have a quick note here about some data that we published on the race, ethnicity, gender, and veteran status of the business owner.

Historically we've had a survey called the Survey of Business Owners that was conducted on the same years as the Economic Census. SBO published detailed information on the race, ethnicity, gender, and veteran status of the business owner, as well as, business characteristics.

SBO was supplemented with the Annual Survey for Entrepreneurs, which, as its name implies, was an annual program. Both of these two surveys are scheduled to be replaced by a brand new program called the ABS, the Annual Business Survey.

That survey is scheduled to be released in the middle of May. And it will now provide every year, detailed information on the race, ethnicity, gender, and veteran status of the business owner.

And I will tell you, that if you browse that data you will be very surprised to see some things. For example, it's not really a finance and insurance issue for fact, but long distance truck drivers that are women owned businesses, earn substantially more than their male counterparts. So just as an interesting fact for the day.

Now when thinking about the Finance and Insurance sector, I've provided the definition over here on the left-hand side, of what kinds of businesses are included as part of this Finance and Insurance sector.

As you can see, this includes things like banks and credit card processing companies. Banks who raise funds by taking deposits, or issue securities. Underwriters of insurance, and a variety of other financial services, like financial intermediation, employee benefits programs, et cetera.

In addition, the Federal Reserve Bank, our central monetary authority, is actually included in this sector as well.

On the right-hand side of the slide, you can see just a very quick comparison of the number of businesses in the United States. These are employer businesses. And you can clearly see that the retail trade sector dominates the industry in terms of numbers of business in the United States. It is our number one sector in the U.S. in terms of number of business locations.

In comparison, the Finance and Insurance sector is fairly small. There's about 475,000, almost 476,000 businesses, individual establishments, in this particular sector.

But at the very bottom of the slide, I have provided some other facts here. In terms of employment, it's our seventh ranked employer, with almost 6.7 million people working in the Finance and Insurance sector. But in terms of annual payroll per employee, and in terms of revenue, it's actually the fourth ranked sector.

Workers who work in the Finance and Insurance sector earn, on average, $196,803. It's the fourth ranked industry in terms of the United States.

Now the release of the data from the Economic Census takes us a while. We are - we started release data of the Economic Census back in September of last year, in something that we call The First Look Report. The First Look was a national-level summary that provided detailed information by two through six digit NAICS codes at the national level. And it was the preliminary release.

Right now, we are in the midst of releasing our geographic area statistics. Those numbers starting coming out in January. And they are scheduled to be completed, as you can see on the slide, in November of this year. However, I do have it on good authority that there's a very good chance that these geographic area statistics will be completed well before then.

To access this high-level release schedule, I have provided the link here at the bottom. But what most users want to know is "When is the data for my industry, my sector, my geography, going to be coming out?" So to help those users along, we've created a resource page on our Economic Census website that provides information on the status of releases of data from the Economic Census.

At the very top of this page is a What's Been Released Excel file that is updated every Monday. And that file has a whole list of every state and sector combination that we have released so far.

At the bottom of that page is an Upcoming Releases Excel file. That file gives you an update of what's coming in the next 30 days.

But in-between those two, what's been released, and upcoming release, there is the graphic that is over on the right-hand side. This is a fully interactive

infographic that we have on our Economic Census website that provides information about the states and sectors that we have released.

This graphic is updated every Monday, just like the other Excel files. And as you can see on the map, we identify what states have been released so far. As a particular state gets released with more and more data, the peach fill on that state starts to expand. When we have released all 18 sectors for that state, the entire state will be filled.

So as you can see, we've released a substantial portion of the data from the Economic Census for these states. Fourteen of the 18 sectors are already released.

You'll also note that we kind of release the data in an interesting flow. We start on the West Coast and on the East Coast, and sort of work our way towards the center of the country. And users often ask me "Andy, why is it that you release the data that way?" And the simple answer is crossover metropolitan areas.

When publish data for Metropolitan Statistical Areas, we not only publish the metro area as a whole, but we also publish the data for each county that makes up that metro area.

So for metropolitan areas that are totally within a given state, it's easy for us to publish the counties and the metro together. Because they're all within the same state.

But in the middle of the country and in many other areas of the country, metropolitan areas straddle state boundaries. For example, here in the DC

area, the Washington, DC Metropolitan Statistical Area actually straddles five states - DC, Maryland, Virginia, West Virginia, and even Pennsylvania.

So when we publish the data for the DC Metro, we actually have to publish the data for those other states as a package. So that means we essentially have to sort of flow data out in chunks. And those chunks of data, if you will, are represented on this graphic.

And then notice at the very top of the graphic, there is a little dropdown menu where I have selected, Finance and Insurance. This tool does allow you to go in and identify, not only all of the sectors that have been released for a state, but for you to be able to find out what states have been released for a particular sector.

So as you can see I've selected, Finance and Insurance. Fifty-five percent of the data that had been released that we have for the Finance and Insurance sector, have been released. And one of the features that's really nice in this visualization, is when you then go ahead and click on one of those states.

Let's just say I want to look at the Finance and Insurance sector in the State of Kentucky. If I were to click the shape for Kentucky, the little hexagon for Kentucky, I would get a pop-up menu that would allow me to click on a link that would then bring me directly to the data for the State of Kentucky, for the Finance and Insurance sector in data.census.gov.

It's like a shortcut. It's a nice, quick bypass to allow you to get directly from this visualization right to the data that you care about.

One quick point I want to make about that link is, the link brings you to the state level data for that particular sector, and all of its industries within the sector.

If you wanted to go in and look at counties within that state, or cities within that state, or metropolitan areas, what you would then do is you'd use the Geography, menu in data.census.gov, to change the geography from state, the default, over to whatever geography you want to. But again, it's a really nice way to get right to the specific data.

Now when we implement our Economic Census, there's a number of things that change every five years. And I want to highlight a couple of them right here.

First is geography changes. As many of you know, the boundaries of cities and counties and metropolitan areas change regularly. The Post Office for example, can change ZIP Codes on a monthly basis.

So whenever users are looking at data and are comparing the 2017 Economic Census to the 2012 Economic Census, they want to see how much did their economy grow in that five year period. I always tell them, please, please, please check our geographic area notes to find out if the geography that you're interested in comparing, is in fact, comparable.

And I would even say that this comparison, using these resources, is important, not only for Census Bureau data, but also for other data. I never cease to be amazed by users who do a comparison update for a 10 or 15 year period. And were unaware that the boundaries of the geography they were comparing changed.

So it looks like there's been this big growth in their particular county. When in fact, some large portion of that growth may be a figment of the boundary change, where the city boundaries grew. They annexed some neighboring land. And now that's why that geography has actually grown.

For this particular Webinar we're going to be focusing on the NAICS changes that have occurred. Every five years the North American Industry Classification System is updated; on the same years, by the way, as we do the Economic Census.

And just like with geography change, NAICS change is important to know too, because it helps you know whether or not that industry you're about ready to compare, is in fact, comparable.

The third type of change is to our new NAPCS system, the North American Product Classification System. This new system that we will be using for the 2017 Economic Census to publish our product lines data, we'll learn a little bit more about that in a few minutes.

And then finally there's some other changes that we are making for the 2017 Economic Census. So let's talk a little bit about those NAICS changes.

NAICS, for those of you who are not familiar with it, is the standard that we use to classify every business in the United States. Each individual business establishment gets assigned its own six-digit NAICS code. And that assignment is based upon the majority of the products or services provided by that business.

So let me give you an example. If I decided to retire from the Census Bureau and open a restaurant and had a bar, and in most years my restaurant sales, the

sales of food in my restaurant were greater than the bar sales, I would be classified by the Census Bureau as a restaurant.

But if I happen to have a really, really good bar year, where my restaurant didn't do quite so well, but everybody really wanted to hang out at Andy's really cool bar, I would actually switch classification. The business would no longer be classified as a restaurant. It would be classified as a bar, because now the majority of my sales come from the bar operation, not from the restaurant.

We assign the NAICS code at the Census Bureau, and it is one of the main thing that distinguishes Census business data from other sources, where they allow the business owner to assign their own NAICS code.

NAICS is a three country agreement. It was developed by the Office of Management and Budget. But it also reflects statistical organizations in Canada and Mexico. So that's Canada and Mexico statistical agency INEGI.

So changes to the NAICS classification system do require all three countries to work together to come up with that classification change. But having this be a three country agreement, allows us to ensure that the data that are between the U.S., Canada, and Mexico are in fact comparable.

When we think about the changes that we do every five years, they can be grouped into four sort of broad categories. One-to-one changes, or what we Recodes, are cases where the industry content hasn't changed at all. All we did was gave it a brand new code.

Many-to-one, or what we call Combos, are cases where the industries used to be collected as separate threes, and have now been combined into one particular code.

Many-to-many are sort of cases where pieces of industry are pulled apart and assigned to other industries. And then, finally, we have one-to-many, what we call Splitters. Where you take a single NAICS code and create two or more brand new NAICS codes from that one NAICS code.

This last category, Splitters – there were none for the 2017 Economic Census. But there were a few in 2012. For example, we broke out, for the very first time, detailed information on solar, wind, geothermal, and biomass electric power generation.

Now in the next two slides you'll see these different types changes highlighted in either blue, green, or peach, to match the different types of classifications. So here are the first three sectors that have had changes for 2017 - Mining, Manufacturing, and Retail Trade.

You can see for example, under the retail trade sector, there's a re-code, where All other general merchandise stores used to be code 452990. And now it's 452319.

So if I was trying to find data in our 2017 Economic Census on All other general merchandise stores, and I was looking for that old 990 code, I wouldn't find it, okay. You need to know these.

These green ones again are the combos. On the right-hand side you can see in the manufacturing sector, we have combined the NAICS codes for household cooking appliance, refrigerators, laundry equipment, and other major

household appliances, into a brand new code for total - a total code for Major Household Appliance Manufacturers.

Typically, these combinations occur because of industry decline. Or because the number of companies that are involved in each of those different industries has declined to the point where we can no longer publish detailed data without disclosing the privacy of those businesses. And that's pretty much the case of what happened with household appliances.

On the next slide you'll see that the information, Real Estate, and Professional Scientific and Technical Services sector also had some changes. But I want to point out that there were no changes to the NAICS classification system for the Financial and Insurance sector.

So that means that the data between 2012 and 2017 are completely comparable. I also went back and compared 2012 back to 2007, and likewise there were no changes there. So you can made a comparison between 2017 and 2007, that ten year period, and know exactly that the classification system is consistent. And that the data are in fact, comparable.

Again, I always try to work with users and tell them, please make sure that they are comparable before you make comparisons.

Now to get to all this data, I mentioned before that there are a couple of different places. Data.census.gov is really our primary dissemination vehicle for the Economic Census. But data is also available in our QuickFacts tool, which is right smack in the middle of the Census Bureau's home page.

Over on the right-side, is a screen shot of our Census Business Builder data tool. Version 3.0 is what's out right now. Version 3.1 which will be released

in August of this year, will start to include this local area data for the Economic Census.

So for those of you who are users of Census Business Builder, thank you very much. You make my day very happy. But the data for the Economic Census won't be in the tool until August.

In releasing these data, we also wanted to do some sort of fun things with the data. To post some notes about our information that we are releasing in Social Media. So as part of the release of our local area data, we've been creating these Fun Facts files.

I've included the link to the Visualizations page where these are all sitting. These are the two that we have created for the Finance and Insurance sector. So we are highlighting State of Massachusetts, as well as the State of New York, how many Finance and Insurance businesses are in those two states? And what their average annual payroll per employee is.

I will tell you, having grown up in the New York area, I was surprised and not surprised, that the average annual payroll per employee of workers who work in the Finance and Insurance sector, in New York State is $194,317. That's an amazing salary, an average salary for workers in that particular industry.

There will be additional fun facts for the Finance and Insurance sector released. Again, I would encourage you all to check the Visualizations page.

And we even released an America Count story about these local area data that featured these fun facts. A link to it in in the bottom left-hand corner.

Now the next few slides, I just wanted to give you all sort of a teaser of some of selective statistics, some selective findings from the 2017 Economic Census.

So this first one here is looking at revenue in the Finance and Insurance sector at the three digit NAICS level, or what we call subsectors. And in this chart I've compared the 2012 data in blue, to the 2017 data in orange. I'm a Syracuse grad, so I couldn't resist. It's not quite a Syracuse blue, but close.

And you can clearly see in this comparison that the Insurance Industry, insurance carriers specifically, has seen some of the business growth in terms of revenue, between 2012 and 2017. In that five year period, revenues of insurance carriers went from about $1.7 billion to about $2.1 billion. And then you can compare the data for the other three digit subsectors within this particular NAICS sector.

This next slide speaks to that information about average annual payroll per employee. But instead of looking at the average for all businesses in the Finance and Insurance sector, I went in and I drilled down to look at those same subsectors.

So as you can see, at the national level, people who work in the Securities and Commodity Contracts and the Mediation and Brokerage subsector, earn on average $221,131. If I am correct, and I think this is true, that is the highest average annual payroll per employee of any subsector in the United States.

That is in comparison to about $52,000 as the average annual payroll per employee for all employees in all industries. That's sort of the NAICS zero zero comparison.

So you can clearly see how people who work in the Securities and Financial Investment industries, do quite well for themselves. While there are very few employees that work in the Monetary Authority (at the Central Bank), they do pretty well, as well. So this is our average annual payroll per employee.

Now looking at employment and how that has changed in this particular sector of the U.S. economy, again we're comparing 2012 and 2017 Employment Data. You can see there's only about 19,000 people that work for the Central Bank in the United States. This tiny little bar on the left-hand side.

You can see Depository Credit Intermediation is, by far, the largest employer. These are banks. These are the traditional banks that we do business with. And you can see that their employment has had almost no change in that five year period. It's actually down just a tiny, tiny bit.

Insurance carriers though, have seen a rise in their employment from 2012 to 2017. They now employ about 1.6 million people work for insurance carriers. And then the next sector or subsector that had a big growth were agency, brokerages, and other insurance related activities. They had a pretty substantial increase as well.

Now these couple of slides look at the Number of Businesses by State. Again, we have not released every state in the U.S. We're about 55% of the way done for this particular sector. But you clearly see on the left-hand side, that of the states that we've released so far, California leads the way in terms of the number of insurance carriers, NAICS 5241, in the United States.

Second ranked is New York, and third ranked is Pennsylvania. You can see that the State of Connecticut is actually is fairly small, 497. I'm thinking many of us, we think of Connecticut as a major hub of insurance companies,

specifically in the Hartford, Connecticut area. But that actually is not as much as true. There is way more insurance agencies - insurance carriers in California, New York, and Pennsylvania than in Connecticut.

Now for New York I then took that 1.5 – 1,577 businesses in New York State, and I then drilled down to the individual subsectors within the Finance and Insurance Industry. Just to kind of compare, how does the Insurance Carriers Industry in New York compare to the other sectors in New York.

So you can see over here on the right-hand side, here's that 1,577 insurance carriers in New York State. It's actually a fairly small sector in comparison to agencies, brokerages, and other insurance related industries and in terms of depository credit intermediation and other financial investment activities. Those are the three largest subsectors in New York State.

Now one quick point I want to make about our local area data is once again, I'm showing state-level data here. You can then also drill down and find out what counties in New York, are really dominant in terms of banking or in terms of insurance agencies. Those facts are available as well, in the Economic Census.

So let's talk a little bit now about what's coming after we complete the local area data. As I mentioned before we are implementing a brand new classification system called, NAPCS, the North American Product Classification System. This is the system that we are going to use to disseminate our product level data. The product lines data. Those data are scheduled to come out in November of this year. And I have provided a link to our NAPCS Website, where you can go in and learn more about what this NAPCS data is going to look like.

At the very bottom of the slide I've included a screenshot from our old American FactFinder application, showing a couple of key product lines that we published in the 2012 Economic Census.

So you can see, of the 1.7 trillion dollars published in this particular industry by Insurance carriers, about 655 billion dollars was earned in terms of Underwriting services for health and accident insurance. This is the net premiums that businesses earned.

Second ranked, there are about 252, almost 253 billion dollars of Underwriting services and pensions and annuities. These are the fees that these Insurance carriers earned to underwrite services in their Underwriting services for pensions and annuities.

So you can see, this is just a little sample of some of the top product lines that are published for this industry. I would encourage you all again, to check out that NAPCS Website to learn more.

After we release our NAPCS data, the product line data, we will then release those establishment and firm size supports. Those will flow our between November of this year, and September of next year.

And finally, at the very end we will release what we call our Miscellaneous Subjects tables. These are some detailed statistics that include some really unique information that is tailored to specific industries.

In the Finance and Insurance sector, we're going to be publishing miscellaneous data on Insurance agents and brokers, on Exported services, on Type of loan service income, and a variety of all types of breakouts that you can see here on the slide.

So these are some really nice detailed tables that look at things like, how many insurance agents or brokers are there amongst that total employment. So how much of that employment is agents or brokers, versus other types of workers.

So to summarize, the Economic Census provides an amazing wealth of business data. Even having been at the Census Bureau for more than 30 years, I still am astounded by the types of information that we have in the Economic Census. And how hard our analysts work to actually ensure to the data are accurate.

I would encourage you all to check out the Economic Census Website at the URL provided, to learn more about the Economic Census.

These data are coming out a little bit slow. It takes us almost two years to release all the data as part of the Economic Census. So again, I would encourage you all to bookmark that Releases page. I provide the link here again too, where you can go in and actually view where we are in the flow of data.

When you're making comparisons please, please, please make sure that what you're comparing is comparable. Make sure that every five years there's a link to the NAICS Website. Again, on the Finance and Insurance sector, there were no changes so the data are comparable.

The last two points here is that the data are now being released on our new data.census.gov platform. If you are not familiar with this, I would really encourage you all to get in there and check it out. We also have some really

nice tutorial videos and flyers and other materials to help you all learn how to use this platform.

I would mention that this platform is a work in process that will continue to evolve as people use it. So as you're using data.census.gov, if you have comments on how it works, or maybe doesn't work for you, please, please, please use that, Send Feedback link that is provided.

And again, we've got lots more data coming. The product lines data, the size data, and the miscellaneous subjects tables will come out after the local area data are available.

So with that operator, let's go ahead and take some questions. I know that I did see my Chat Box pop up periodically during the presentation. So one of my colleagues, Lynda Lee, has been monitoring the chats. So hopefully we can talk about some of those questions that came up via Chat. And then we'll take the questions from you. From you over the phone.

Coordinator: Thank you. As a reminder if you would like to ask a question via your phone line, please unmute your phone, press star 1 and state your name when prompted. You may withdraw your request by pressing star 2. Once again, star 1 for questions via your phone line. Thank you sir.

Andy Hait: So Lynda, did we have any questions that you can read back to me from the Chat? Well perhaps not.

Coordinator: And sir, we do have questions now queuing up. Would you like to start taking phone questions?

Andy Hait: Please.

Coordinator: Thank you. Dakota, your line is open.

(Dakota): How are you all doing today?

Andy Hait: Good.

(Dakota): Good. Well I was just having a problem here getting through with the Java script on, online database.

Andy Hait: Okay. So what are you trying to do?

(Dakota): Oh well sir, I was - I went to the WebEx App on my tablet and…

Andy Hait: I'm sorry, go ahead.

(Dakota): Yes, is it best to view it off of the on line or the app, sir?

Andy Hait: So the Webinar will be recorded. So if you're having - if you had a hard time viewing the Webinar.

(Dakota): The site name I guess, is what it was.

Andy Hait: Excuse me.

(Dakota): The site name.

Andy Hait: Right. If you're having a hard time getting to that WebEx, the recording will be posted in a couple of days. So I might suggest that you go ahead and check that.

Also, I provided my email address and phone number here on the slide. So if you want to just send me an email, I can send you the PowerPoint directly.

(Dakota): Yes, sir. All right, thank you.

Andy Hait: You're welcome.

Coordinator: Our next question from Brenda. Your line is open.

(Brenda): Hello, thank you. Can you hear me?

Andy Hait: You're welcome. Yes.

(Brenda): Yes. Yes, thank you. I was able to join you, I couldn't get on the WebEx either. I joined a little bit late. So I'm not sure, you may have already touched based on this.

But I wanted to find out, are you - do you have any hospital data? Like, you know, can you find hospital businesses on this site?

Andy Hait: So, yes. Hospitals are covered by the Economic Census. They actually are a part of our Healthcare and Social Assistance sector. And actually if you'd like, we actually already have done a Webinar I believe, for the Healthcare sector. Let me at least scroll back up to that slide. Right at the very beginning of the presentation.

Actually no, May 7, will be when we will have the Webinar specifically on the Healthcare and Social Assistance sector. Hospitals are included in that

data. And one of my colleagues is actually going to be doing that presentation and he's fabulous. So I would definitely encourage you all to check that out.

(Brenda): Right. But I needed to try to find some data before that. I was trying to find the hospital data in the different, you know, states. Because I'm working on a map that I'm producing for my course. And I wanted to get the hospital data from the census data.

Andy Hait: Sure.

(Brenda): Because I think it would be very accurate.

Andy Hait: Yes, I would be happy to help you. Let me go back to my email address. Go ahead and send me an email and I will go ahead and send you some links to where you can get that data now, and not have to wait until the Webinar.

(Brenda): Oh, thank you. I do appreciate that. I still want to watch the Webinar though. Thanks so much.

Andy Hait: Okay, very good. Very good.

(Brenda): Thank you.

Andy Hait: You're welcome.

Coordinator: Our next question from Bach. Your line is open.

(Bach): Dr. Hait, if an asymmetrical interface model (unintelligible) local bond holdings, (unintelligible) transportation efficiencies or export applications and ETF variances to bond holdings? Wouldn't this be a direct interface model to

the BXM and views of - transitory views of the Vanguard or iShares of BlackRock holdings and placement models?

And if you're going to compare that and directional manifold, or how stuff like collaborated airports or collaborated toll - bridges and tolls. This type of information would justify the state of deviation in the DOW. But what happens if somebody was interested in stuff like foreign currency payers with the peso and the (unintelligible).

How would somebody look that up, and a mitigation view or a risk appropriation model if you're going to approach either Vanguard or BlackRock or somebody like that? Because I'm looking over the sectors, and I'm looking on the Website.

I am on a telecast. I don't get your PowerPoint. I found the Healthcare thing. But when I'm going to the Explore doc, buying that data and to view it, how would I do that, sir?

Andy Hait: Right, so that's a fantastic question. My guess is for the point - for the purposes of this Webinar, it's probably a more detailed answer than what I can give you over the phone. So maybe, why don't you either give me a call at the phone number I provided, or send me an email and we can talk about that.

(Bach): I will.

Andy Hait: What I will point is that the data that - a lot of the data that you've just talked about, is actually split between our Economic Census that covers private sector businesses, and our Public Sector program that covers governments.

So I think some of the information you may be interested in is actually going to be in both of those places. But again, it's a really detailed question. It's probably best for me to do it with you in person.

(Bach): Okay. Thank you, sir. I would need - I would still need your phone number, if you could please provide that again.

Andy Hait: Sure. So it's on slide right now. My direct phone number is 301…

(Bach): One moment, sir.

Andy Hait: Oh, sure.

(Bach): I don't have access to the Webinar. I'm an OIG member so I understood 40 USOs. If you're going to 24 USOs in view of the Bird Cannon laws to transitory applications and the Commerce cost to view the dormant clause. Sorry?

Andy Hait: Right. Okay, so do you want to write down my phone number? 301-763-6747.

(Bach): Thank you sir.

Andy Hait: You're very welcome.

Coordinator: As a reminder, if you do have a question, please press star 1 at this time. Next question, Michael, your line is open.

(Michael): Yes, hello.

Andy Hait: Yes?

(Michael): Hi there, sir. I joined the meeting a little bit late and was - just wanted a reminder of - if I may email you for these slides to the meeting.

Andy Hait: Right. So we will be posting the slides, the recording of the presentation, and the transcript in about a week. But if you want to email me directly, my email address is, andrew.w.hait@census.gov. And I can just go ahead and email you the PowerPoint file.

(Michael): Thank you very much sir. Have a nice day.

Andy Hait: Yes, you too.

Coordinator: Our next question from Peter. Your line is open.

(Peter): Hi Andrew. Good afternoon, my name is Peter. And I have a question for you. What are the database engine, all the data sitting on that? It's Oracle or SQL or Teradata or db2?

Andy Hait: Right. So the data.census.gov platform that we are releasing with all of our Economic Census data on is an Oracle database that is presented in the form of an Application Programming Interface, so an API.

We put the data in the API, not only to make it easier for our data tools to pull that data in dynamically, but also for our users to be able to go in and access that data, and not actually have to archive it themselves.

So for example if you were building your own particular platform, your own dashboard let's say, and you wanted to ingest some Census Bureau business

data in your tool, you could actually connect your platform to our API, and it will pull that data in dynamically. It's a rest service basically.

So we're really putting a lot of resources into having our data in the API. Because again, for our users who want to consume the data in a bulk fashion to get it that way.

(Peter): So it's right now, on-premise all the data. Not in the Cloud?

Andy Hait: So right now, that is true. But we are actually looking at Cloud services to host the data as well. But our on-prem servers are actually completely open to the public. There's no private data stored in that API. There's no Title 13 privacy protected data. It's all public data.

(Peter): Oh, okay. So you actually might load this data into Cloud?

Andy Hait: Yes, we are investigating it, a Census Cloud options for a lot of our, not only data repositories, but also our tools. The Census Business Builder tool that I mentioned during the Webinar, that application is actually hosted out on AWS West and is on Web services. And it's a Cloud hosted application.

We did that primarily for performance. The Cloud hosting is so much faster than if we were hosting that application ourselves on-premise.

(Peter): Oh, okay. Because I'm asking - because I'm back and forth, and I work on the Cloud and on-premise data (unintelligible), Azure, and Cloud (unintelligible) databases.

Andy Hait: Right, right.

(Peter): Thank you very much for your answer.

Andy Hait: You're very welcome.

(Peter): (Unintelligible). So I have any questions, I can send an email to you, as well as, if you need any help for the database and if you let me know, I can help you.

Andy Hait: Sure.

Coordinator: Our next question from Bobby. Your line is open.

(Bobby): Hi Andy, Bobby here. I'm quite a novice here in this. But when I saw the email to join in on this Webinar, my husband and I are actually an independent - we have an independent, financial advisory business.

Andy Hait: Right.

(Bobby): And I was wondering, as far as like say we're thinking of - again, this is probably like just low, low, low on the advance here. I'm meaning the question here.

But are we - is there data that we can actually use to possibly, if we're trying to market to some folks in our neighborhood or particular neighborhood? Is this a little off-topic?

Andy Hait: No, no it's actually very much on topic. And I'll say it's on topic for two reasons. First, you bring up something that I failed to mention during the presentation. I'm glad you actually brought it up.

The Economic Census covers what we call, employer businesses. Businesses with one or more paid employees. But we also publish data on the Finance and Insurance sector for self-employed people like yourselves. Folks who don't get a W-2 from their employer, but instead get a 1099, and report their income on the IRS 1040 Schedule C or Schedule SE.

There's actually ten times more independent Real Estate agents and Independent Financial Consultants, than there are paid, regular paid employees. So you are very good company. There's a lot of people like you and your husband in your industry.

And the data tool that I talked about, Census Business Builder, was specifically designed for entrepreneurs and business owners like you. The tool would allow you to go in and not just look at the business data for your type of business, but also look at the demographics of your customers.

So let's say you specialize in a certain type of financial investment. And you think that that investment is primarily geared toward people of a particular household income level.

Now it's not for sort of the entry-level investor. They're more higher end. You can use Census Business Builder to find individual Census tracks. Very detailed geographic areas in your community that you could then do a targeted marketing to. Because in that area you've got a high number of people of that particular economic, you know, class if you will.

If you'd like I can actually walk you through Census Business Builder. My email address again is here on the slide, andrew.w.hait. So please go ahead and send me an email and we can set up actually, a quick call to walk you

through the data tool. Because I think you'll actually be pretty happy with what you can do with it.

(Bobby): Oh, that sounds - no, that's perfect. So okay, good. I felt it was a little bit of a novice question, but yes.

Andy Hait: That's okay.

(Bobby): No, that's good. So thank you. I will do that then. Again, my name is Bobby. So you'll see my email. It has my name on that. So awesome. Thank you Andy.

Andy Hait: You're very welcome. Thank you.

Coordinator: Our next question from Lynn. Your line is open.

(Lynn): Thank you. Early in the presentation, you talked about data that was excluded. And you said that the education data is excluded. What exactly is excluded? Does it include the population information, the employment information, if students are working in the community? Is that included? What is excluded, exactly?

Andy Hait: So what I was saying was, when you look at all of these industries that are covered under the North American Industry Classification System, there are some of the more than 3400 industry codes that we don't include in the scope of the Economic Census. That means, the Economic Census does not cover those types of businesses.

The biggest part of the exclusion, the biggest sector that we don't actually cover in the Economic Census, I mentioned, was Agriculture, Farms. We

don't publish data on farms at the Census Bureau, because the U.S. Department of Agriculture does.

There's no sense us burdening a farmer or a rancher with a Census form when they are also reporting that same type of data for their business, to the Department of Agriculture. So we don't cover Farms.

When we were talking about educational services, I mentioned that that's another one of the sectors that we don't fully cover that entire sector. We cover for example, truck driving schools and aircraft or airline or air flight training schools. And we cover a variety of other sort of technical types of schools like that.

But colleges and universities, the schools themselves are not covered in our Educational Services sector data, because those businesses - remember, a college and a university is a business just like other kinds of businesses. Those businesses are actually covered by a survey at the National Center for Education Statistics.

So it's not really about the students. We have plenty of data - Demographic data at the Census Bureau on college students and where they're going to school. And you know, what their socioeconomic information is. And do they have a job and you know, things like that. We have plenty of Demographic data about students.

I was actually talking about the fact that the Economic Census doesn't include the universities and colleges themselves. They're not actually covered by the Economic Census. So sorry for the confusion.

(Lynn): No, no that's very clarifying. Thank you very much.

Andy Hait: You're welcome.

Coordinator: Our final question in the queue, from Anthony. Your line is open.

(Anthony): Hi Andy this is - can you hear me?

Andy Hait: Yes, I can.

(Anthony): Okay, great. I've been listening in on several of these. And from the first one on the Power sector because I have an environmental and energy interest. But also, learning more and more.

And just will throw out the comment that a lot of what we're seeing with COVID throws woods and pull data sort out of the window to me, as we look at forecasts.

And so as a researcher at a university, which unfortunately as we just found out from the last comment, for it leaves us in the lurch, as far as looking at local domestic products, and things like that. What if you have an interest in the shock - the Economic shock. And you want to look at an area of widespread geography. And you have something like the Data Builder - Data Census Gov or the Census Builder opportunity - Census Business Builder. Can you sweep up a range of counties, like say 420 counties in Appalachia, to look at segments of the economy?

And I have a tendency to be kind of wordy. And just I'll stop and let you respond to what I think I asked you. What would be, moving forward, how we can get a handle on the Economic recovery.

Andy Hait: Sure, sure; yes. So great questions. I guess I'll sort of say, I'll start by saying that the data tools that you talked about, data.census.gov and Census Business Builder, and a lot of the other types of tools that we have at the Census Bureau, do allow you to go in and select multiple geographies at a time.

You can select all the counties in a state or all the counties in a particular region. And it will value to go in and download and look at the data for the businesses in those counties.

In looking at that business data you could identify counties that are more vulnerable, if you will, to shocks than other counties are. For example, a county that has 60% of its population that worked in one type of business, one industry, that type of county is much more susceptible to a shock than a county where its workforce work in a wide variety of businesses.

Because if that one business in that first county is impacted, is shut down because of COVID, or is you know, somehow affected by a natural disaster, the workforce in that county is substantially impacted by that one closure. So our data certainly can be used to identify sort of vulnerable counties.

And what I will say that may make you extra happy, is that we actually recognize how valuable that data can be, to identify those vulnerabilities. And specifically for COVID. Because we are actually going to be releasing -- fingers and toes crossed -- tomorrow afternoon or latest, Monday morning, a brand new Census data tool that specifically is targeted for COVID-19. That presents selected Demographic and Business data to help policymakers make informed decisions about the workforce that are in the areas that are being impacted.

Knowing something about the demographics of the people that live in a particular area, I'm sure that some of us on the call today heard the report yesterday, that African American - Black households tend to be impacted more by COVID than other groups.

Where are those households located? What's going on there that's making that happen? There's probably multiple factors that may be affecting that. This platform really will allow you to go in and browse the data to see that.

Now obviously a lot of the data that we have at Census are Historical data. You know, Economic Census data we've been talking about today is from 2017. It takes a while to do a complete Census of very business in the United States.

But we are publishing monthly data. Those monthly surveys that I mentioned at the beginning of the presentation, that will begin to measure the impact of COVID on our economy.

Right now the latest data that we have available is as of February. But once we get the March data out, you will begin to see an impact of what's been happening in our economy. And you'll be able to go in and actually see what industries within those different sectors.

Like are restaurants being impacted more - are fast-food restaurants being affected more or less than sit down restaurants? It's probably the opposite. Sit down restaurants are probably being affected more than fast food. Because fast food probably has more of a capacity to have drive through, therefore, they're able to stay open.

Whereas a lot of other regular sit down restaurants that never offered delivery or carry out service, they're closed. They can't operate.

So yes, we have a lot of data at Census. Other federal agencies like the CDC are actually using Census data today to help guide their decisions on things. So yes, it's a very, very - it's a very interesting time that we are in.

(Anthony): Thank you so much. I feel vindicated but somewhat frustrated, working from home on this.

Andy Hait: You and me. I think we're in good company, too.

(Anthony): I'd like to email you about this.

Andy Hait: Please do.

Coordinator: And sir, we did have one other question queue up, if you'd like to take it.

Andy Hait: Sure. Yes, I'll take one more.

Coordinator: Gwyneth, your line is open.

(Gwyneth): Hi, thank you Dr. Hait. You had mentioned, I believe you were talking about classification, something about wind energy. And I didn't catch everything that you had said about that. Would you be able to restate that?

Andy Hait: Right. So when we were talking about how the North American Industry Classification System gets changed every five years, I was talking about the types of changes that occur.

We have these combinations where industries get combined together. We have industries where pieces of industries get pulled around and plopped into other industries.

The type of industry changes that you're talking about is what we would call a Splitter. Where historically we had published one code for a type of operation, you know, types of businesses. But now, because that industry has matured so much, now we can actually break that one code out into multiple codes.

So for example, ten years ago there were very few solar, wind, geothermal, and biomass electric power generation businesses. You know, many people have solar panels on their roofs. But that's used to general electricity for their house. Not for an entire neighborhood or entire county or entire metro.

There were very few of these large-scale power generation companies that were using solar, wind, geothermal, and biomass. Well that's now changed a lot.

So last Census, for the 2012 Economic Census, we for the very first time, published brand new data, specifically broken out for solar, wind, geothermal, and biomass electric power generation. Because those industries have matured - have grown so much, not just in states like California and Arizona where you have you know, wind and sun, but in a lot of other states. There's a very large wind farm off the coast of Maryland.

So those industries now have their own presence, their own NAICS codes. And we now have data for the very first time, for those new industries. So that's what we were talking about.

(Gwyneth): All right, thank you. That's wonderful. Thank you.

Andy Hait: You're welcome.

Coordinator: No further questions from the phone lines, sir.

Andy Hait: Okay, great. Well thank you everybody for taking time out of your busy day. Sorry for running a little bit late. Hopefully this was very useful. Again, I would encourage you all to check out the recording when it's posted. And also come back and check out our other presentations. So thank you all very much, and have a wonderful afternoon.